

# ORLANDO NORTH SEMINOLE COUNTY

## TOURISM DEVELOPMENT COUNCIL MEETING

Thursday, January 21, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:03 pm

### ***A quorum was established***

**In Attendance:** Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Sarah Reece, City of Altamonte Springs CALNO Representative  
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)  
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Commissioner Patrick Austin, City of Sanford

**Excused:** Brenda Urias, Tourism Marketing Manager, AAA

### **Pledge of Allegiance and Moment of Silence**

#### **Election of Vice-Chairman TDC Board**

**Motion:** Commissioner Patrick Austin

**Second:** Commissioner Sarah Reece

**Vote:** Unanimous

#### **Approval of November 19, 2020 TDC Meeting Minutes:**

**Motion:** Commissioner Sarah Reece

**Second:** Commissioner Lee Constantine

**Vote:** Unanimous

#### **Tourism Administration Update**

*Tricia Johnson, Deputy County Manager*

- Discussion of April TDC meeting to include 2021/22 proposed Tourism budget and Zoo and Sanford Main Street Application for Grant Funding

#### **Tourism Leisure Update**

*Gui Cunha, Tourism Director, Orlando North, Seminole County Tourism*

- PPE distribution Update

- STR Custom Forecast Virtual Meeting tentatively scheduled for February 16, 2021; Zoom invite to be sent out
- Asking for all partners to participate in Quarterly Giveaways by donating items such as gift cards or gift certificates
- TDT Collections for FY 20/21 using STR projections based on RevPar is approximately \$3.6 million

**Question: Chairman Frank Cirrincione:** What about 'Stay Orlando' versus the 'Do' and 'Play' for advertising?

**Answer: Gui Cunha:** All the marketing is catered to visitors staying overnight through the ads. Attracting the overnight visitor is the goal and the sole focus of all our marketing initiatives.

### **Sports Tourism Update**

*Danny Trosset, Sports Tourism Director, Play Orlando North, Seminole County*

- Sports Complex/Other Venue
- Upcoming Events

**Question: Rick Donohue:** What about Perfect Game contracted events?

**Answer: Danny Trosset:** PG has their first event next weekend which will be a smaller event, but January usually is the start of travel sports and the events are just getting started.

### **Central Florida Zoo Update**

*Dino Ferri, CEO, Central Florida Zoo*

- Continuing to trend upwards for attendance
- Update on Zoo Capital Projects: completed and in progress
- Sustainability Campaign Update
- Marketing Update
- Upcoming Promotions and Events for Kids Night Out!, Presidents' Day Camp and Teacher Workshops

### **Marketing, Public Relations and Social Media Updates**

#### **Evok**

*Allison Braunstein, Account Executive, Evok Advertising*

Recovery Campaign Update

- Website Updates
- Content Shoots & Email Marketing

#### **Old Business:**

- Commissioner Constantine remarked how the BCC is working on a proclamation for former President of CFHLA, Rich Maladecki – hopes to have that for February 2021 BCC meeting

#### **New Business:**

- Chairman Cirrincione discussed how important sports tourism has been for group demand during COVID, and how the facilities need to continue to be updated

***Meeting adjourned 4:00pm –continued Ethics training for TDC Board***